Marlboro Letter Head

June 26, 1996

Mr. Don Weiss
The Palace
1735 North Vine Street
Hollywood, CA 90028

Dear Mr. Weiss:

It is understood and agreed by the Philip Morris Marlboro brand that the venue called the Palace located at 1735 North Vine Street, Hollywood CA 90028 will host the Club Benson & Hedges tobacco sponsored program from July 15, 1996 to August 17, 1996. It is further agreed upon that during the entire run of program in Los Angeles the Palace may remove all Marlboro tobacco signage including napkins, glasses, and any other materials bearing it's logo in the venue. The club the Palace is fully exempt from any Marlboro brand obligations during this Club Benson & Hedges program.

If you have any questions or require further information please feel free to call me at (insert number here)

Thank you for your considerarion.

Sincerely,

(Brand manager name)
Marlboro

2042390421

Source: https://www.industrydocuments.ucsf.edu/docs/xxvy0004